Impact on Your Skills

How much have you improved at:

**Scale 1**  1 - No change,  2 - Little change,  3 - Sufficient change,  4 - Significant change

1. Being well-prepared before each meeting with the client
2. Adopting a Problem Solving Attitude to balance selling and addressing the client's business needs
3. Reducing Relationship Tension at the beginning of an interaction with a client and maintaining Task Tension to move the discussion forward
4. Using Purpose/Process/Payoff (PPP) statements and the Ben Duffy technique to build trust
5. Asking the right questions to identify the client's Current Situation and Desired Situation to develop a Discovery Agreement
6. Knowing how to present solutions/products in a way that addresses the Task and Personal Motives of the client
7. Handling objections effectively to move the discussion forward
8. Reflecting after closing each deal to identify ways to improve your skills
9. Enhancing the relationship with the client for future opportunities after an agreement has been reached

Impact on Your Work Performance

Because of the CSP skills and tools:

**Scale 1**  0 - Not applicable,  1 - Strongly disagree,  2 - Disagree,  3 - Agree,  4 - Strongly agree

10. You are better prepared to address your clients' issues and questions
11. You are able to establish a greater level of trust with clients faster
12. Your client discovery is more accurate and complete
13. Your percentage of accepted sales proposals/closed deals has gone up
14. More proposals have been accepted because you handle objections more effectively
15. You have created new business opportunities with your clients and through referrals

Sales Opportunity Analysis

Checkbox

16. I used the following skills/tools in making this sale. (Check all that apply.)
   1 - Purpose/Process/Payoff Statements (PPP)
   2 - Ben Duffy Technique
   3 - Both open and closed questions
   4 - Both fact- and feeling-finding questions
   5 - Both Task and Personal Motive questions
   6 - Both Current and Desired Situation questions
   7 - Discovery Agreement (written or verbal)
8 - Solution/Advantage/Benefit (SAB) to present your solution
9 - Listen-Share-Clarify-Problem Solve-Act (LSCPA) to handle objections
10 - Assumptive or Options close
11 - Asking for an Expression of Satisfaction after the sale

Sales Opportunity Analysis

Text
17. What was the total revenue/monetary value of this one specific sale? (Please enter whole numbers only.)
18. What currency (e.g., dollar, euro, yen, yuan) was used in this one specific sale?

Sales Opportunity Analysis

Radio Button
19. What percent of the credit for this one sale would you attribute to the skills/tools from CSP? Consider CSP skills and tools versus all other factors that affected this sale (marketing support, existing relationships, product, company reputation).
   1 - 0%
   2 - 1-10%
   3 - 11-20%
   4 - 21-30%
   5 - 31-40%
   6 - 41-50%
   7 - 51-60%
   8 - 61-70%
   9 - 71-80%
  10 - 81-90%
  11 - 91-100%

Support for Using the Skills on the Job

Radio Button
20. You find it easy to apply the skills you learned in CSP on your current job
   0 - Not applicable to the current situation
   1 - Strongly disagree
   2 - Disagree
   3 - Agree
   4 - Strongly agree

Support for Using the Skills on the Job

Checkbox
21. Which of the following are the most important factors in ensuring you use the skills you learned in The Counselor Salesperson (CSP) on your job? (Please select two or three factors most important to you.)
   1 - Support from your supervisor or manager
   2 - Your motivation to improve your work performance
3 - The job aids and other tools provided by Wilson Learning
4 - The skills of the program facilitator/instructor
5 - Your organizational culture and support from peers
6 - Expectation for monetary rewards
7 - Hope for career advancement
8 - Public recognition (e.g., awards)
9 - Belief that ability to use CSP skills effectively will be an important element in your performance appraisal
10 - Application of the skills learned from CSP is in alignment with your values (to nurture relationships with clients while achieving your business objectives)
11 - Receiving feedback from your Customer Relationship Inventory (if applicable)
12 - The Counselor Planner provided by Wilson Learning